

OLD WISCONSIN LEAP INTO LAMBEAU INSTANT WIN GAME AND SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

OPEN ONLY TO LEGAL RESIDENTS OF ILLINOIS, IOWA, MICHIGAN, MINNESOTA, AND WISCONSIN WHO ARE AT LEAST EIGHTEEN (18) YEARS OLD AT THE TIME OF ENTRY.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

The Old Wisconsin Leap Into Lambeau Instant Win Game and Sweepstakes ("Promotion") is sponsored by Old Wisconsin Sausage, Inc. ("Sponsor"), 950 175th St., Homewood, IL 60430 and is administered by Prize Logic, LLC, ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI 48033.

- 1. PROMOTION PERIOD:** The Promotion begins on May 1, 2019 at 12:00 PM (noon) Central Time ("CT") and ends on July 31, 2019 at 11:59:59 PM CT ("Promotion Period"). The Promotion consists of an "Instant Win Game" and a "Sweepstakes." The Administrator's computer is the Promotion's official clock.

- 2. ELIGIBILITY:** This Promotion is offered only to legal residents of Illinois, Iowa, Michigan, Minnesota, and Wisconsin who are at least eighteen (18) years old at the time of entry. Officers, directors and employees of Sponsor, The Clorox Company, Administrator, and any of their respective owners, parent companies, affiliates, directors, subsidiaries, franchisees, representatives, advertising, promotion and production agencies, agents (all such individuals and entities collectively referred to herein as the "Promotion Entities") and their immediate family members (*i.e.*, spouse, parent, child, sibling, and the "steps" of each) and persons living in the same household of each are not eligible to participate in the Promotion. Void where prohibited or restricted by law. All federal, state and local laws apply.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator.

For purposes of the Promotion, an entrant's residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address. If it is discovered or suspected that an entrant has registered or attempted to register for the Promotion using multiple e-mail addresses or multiple identities, all of that entrant's Game Plays and Sweepstakes Entries (as defined below) associated with that household (determined by Sponsor and/or Administrator in its sole discretion) may be disqualified and any prize an entrant might have been entitled to win will not be awarded any may be revoked. Use of any automated system or any like methods to participate in the Promotion is prohibited and will result in disqualification of any entrant attempting such use.

- 3. HOW TO PLAY THE INSTANT WIN GAME:** To participate in the Promotion, an eligible entrant must obtain Promotion entry codes (each, an "Entry Code") during the Promotion Period via the following methods:

- A. Make a Purchase:** Each individual who purchases one (1) specially-marked package of any of the following Old Wisconsin or Kingsford products (each a “Qualifying Product”) during the Purchase Period (“Qualifying Purchase”), while supplies last, will receive one (1) Entry Code printed on the peel-off sticker on the Qualifying Product.

Qualifying Products are set forth below:

Old Wisconsin Entry Codes (each, an “Old Wisconsin Entry Code”) are available on specially-marked packages of:

14oz Beef Snack Sticks
16oz Turkey Snack Sticks
16oz Honey Brown Sugar Snack Sticks
26oz 6" Bulk Beef Snack Sticks
28oz 6" Bulk Pepperoni Snack Sticks
28oz 6" Bulk Turkey Snack Sticks
28oz 6" Bulk Honey Turkey Sticks
28oz Turkey Snack Bites
26oz Beef Snack Bites
20oz Beef Summer Sausage – Reshaped
20oz Original Summer Sausage - Reshaped
20oz Turkey Summer Sausage - Reshaped

Kingsford Entry Codes (each, a “Kingsford Entry Code”) are available on specially-marked packages of:

16oz Kingsford Baby Back Pork Rib w/ Sweet and Smoky KC Style
20oz Kingsford Center Cut Pork Ribs w/ Memphis Style Dry Rub
24oz Kingsford Baby Back Pork Rib w/ Sweet and Smoky KC Style
26oz Kingsford Saint Louis Style Center Cut Pork Ribs w/ Sweet and Smoky Sauce
14oz Kingsford Pulled Beef Brisket w/ Bold & Tangy Texas Style Mop Sauce
16oz Kingsford Pulled Pork w/ Sweet and Smoky KC Style
16oz Kingsford Boneless Pork Steak Cuts w/ Sweet and Smoky KC Style
16oz Kingsford Pulled Chicken w/ Sweet and Smoky KC Style
16oz Kingsford Boneless Pork Steak Cuts w/ Korean Style BBQ Sauce
16oz Kingsford Seasoned Pork Carnitas

- B. Without a Purchase:** An eligible entrant may obtain an Entry Code using the following free methods:

- i. Free Mail-in Entry Code Request: To obtain two (2) Entry Codes (one [1] Old Wisconsin Code and one [1] Kingsford Code) without making a purchase from May 1, 2019 through July 15, 2019, an entrant may legibly hand write his/her full name (no initials), complete street address (no P.O. Box), age, and valid e-mail address on a 3½" x 5" properly stamped postcard and mail it to: Old Wisconsin Leap Into Lambeau Instant Win Game and Sweepstakes Entry Code Request, P.O. Box 251328, West Bloomfield, MI 48325. Requests sent in an envelope will not be accepted. Mail-in requests must be postmarked by July 15, 2019 and received by July 25, 2019. Administrator will send two (2) Entry Codes (one [1] Old Wisconsin Entry Code and one [1] Kingsford Entry Code) per Mail-In Request by e-mail to the e-mail address provided on the request. There is a limit of one (1) Mail-in Request per day during the

Promotion Period. Multiple mail-in requests with the same postmark date will be deemed one (1) request.

Mail-In Entries must be legibly hand-written. Mechanical reproductions, postage-due, Mail-In Entries mailed in an envelope or sent in excess of the entry limits set forth above will not be accepted. Mail-In Entries received without a verifiable and legible return address and e-mail address will be deemed incomplete and not valid entries.

- ii. Free Online Entry Code Request: Beginning July 16, 2019 and ending on July 31, 2019, an eligible entrant may use these free online Entry Codes: HCWFHHWBWPWY and X63SKYMKK93M. Each free online Entry Code may be used once per day.

During the Promotion Period, after an entrant has obtained an Entry Code, he/she must visit <https://leapintolambeau.com> ("Website") and enter his/her e-mail address. An entrant must then follow the on-screen instructions to register by providing the information requested by Sponsor including, but not limited to, complete first and last name, street address (P.O. Boxes are not permitted), city, state, ZIP code, phone number, date of birth, and confirmation entrant has read and agrees to be bound by these Official Rules.

An entrant may then follow the instructions to submit an Entry Code, after which he/she will receive one (1) game play ("Game Play"). Each Entry Code, with the exception of the Free Online Entry Codes, is unique and may only be entered once.

Bonus Game Plays: Upon completion of his/her first Game Play the entrant will have the opportunity to enter another Entry Code to receive an additional Game Play. If an entrant enters one (1) Old Wisconsin Entry Code and one (1) Kingsford Entry Code, then he/she will unlock a third bonus Game Play. Both Entry Codes must be entered during the same visit to unlock the bonus Game Play. If an entrant enters two (2) Old Wisconsin Entry Codes or two (2) Kingsford Entry Codes the bonus Game Play **will not** be unlocked.

After a valid Game Play, the entrant will receive an on-screen notification indicating whether he/she is a potential instant winner ("Notification"). Each entrant who receives a winning Notification will be deemed a potential "Instant Winner", subject to verification of the entrant's eligibility and compliance with these Official Rules, as determined by Sponsor in its sole discretion. An entrant is not a winner of any prize, even if the Notification should so indicate, unless and until entrant's eligibility and the potential winning Game Play have been verified and entrant has been notified that verification is complete. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any Game Play that occurs after the system has failed for any reason is deemed a defective play, is void, and will not be honored.

LIMIT: There is a limit of two (2) unique Entry Codes entered per day for up to three (3) Game Plays (two [2] Game Plays from Entry Codes and one [1] bonus Game Play, if unlocked based on the type of Entry Codes entered). A "day" is defined as starting at 12:00 AM CT and ending at 11:59:59 PM CT on each calendar day during the Promotion Period, except on May 1, 2019, when the day will start at 12:00 noon CT and end at 11:59:59 PM CT. In the event that a household enters the Promotion using more than five (5) unique e-mail addresses, all of the Game Plays associated with that household (determined by Sponsor or Administrator in their sole discretion) may be disqualified. If it is discovered or suspected, in Sponsor's sole

discretion, that an entrant's Game Plays or attempts to enter more than the limit set forth above, all of that entrant's Game Plays, in Sponsor's sole discretion, may be declared null and void and any prize(s) he/she might have been entitled to will not be awarded to him/her.

- 4. HOW TO ENTER THE SWEEPSTAKES:** Upon completion of a Game Play, the entrant will receive one (1) Sweepstakes entry.

Bonus Sweepstakes Entries: An entrant may obtain additional Sweepstakes entries by completing activities as set forth below:

- A. Opt-In to Receive the Old Wisconsin Newsletter:** An entrant may opt-in to receive the Old Wisconsin Newsletter during the initial Promotion registration set forth above to receive one (1) bonus Sweepstakes entry. An entrant may unsubscribe from receiving the Old Wisconsin Newsletter at any time by clicking the "unsubscribe" link located at the bottom of the Old Wisconsin Newsletter and following the instructions to unsubscribe.
- B. Share on Twitter:** An entrant may follow the on-screen instructions to share the Promotion on Twitter. Upon sharing the Sponsor-provided Tweet to his/her Twitter feed, the entrant will receive one (1) bonus Sweepstakes entry.
- C. Share on Facebook:** An entrant may follow the on-screen instructions to share the Promotion on Facebook. Upon clicking the buttons to share the Sweepstakes, a message with a unique link will be posted to the entrant's Facebook Wall ("Invitation Post"). To obtain one (1) bonus Sweepstakes entry, an entrant's Facebook Friend must click on the unique link in the Invitation Post and complete and submit the registration information requested to enter the Promotion. Upon the Friend's successful entry into the Promotion, the original entrant will receive one (1) bonus Sweepstakes entry. The entrant will only receive one (1) bonus Sweepstakes entry, regardless of the number of Friends that follow the link and register for the Promotion.

LIMIT: Except for the bonus Sweepstakes entries set forth above, there is a limit of up to three (3) Sweepstakes entries per entrant per day during the Promotion Period.

- 5. SWEEPSTAKES RANDOM DRAWING:** On or about July 1, 2019, Administrator will randomly select one (1) potential "Sweepstakes Winner" from among all eligible Sweepstakes entries received during the Promotion Period. The selected Sweepstakes Winner is a potential Sweepstakes Winner, pending verification of eligibility and compliance with these Official Rules, as determined by Sponsor and Administrator, in their sole and absolute discretion

6. PRIZES, ODDS OF WINNING, AND APPROXIMATE RETAIL VALUE ("ARV"):

- A. Instant Prizes:** The following instant prizes are available during the Promotion Period ("Instant Prizes"):

Prize Description	Quantity	ARV (each)	Total ARV
Packer Hall of Fame Pass	30	\$15	\$450
Old Wisconsin/Kingsford Snack Pack*	20	\$100	\$2,000
\$50 Amazon.com Gift Card**	20	\$50	\$1,000
\$100 Packers Pro Shop Gift Card ***	10	\$100	\$1,000

No more than 80 Instant Prizes will be available in the Promotion.

*Old Wisconsin/Kingsford Snack Pack will include a selection of Old Wisconsin and Kingsford products, selected by Sponsor in its sole discretion.

**Amazon.com Gift Card is subject to terms available at [Amazon.com/gc-legal](https://www.amazon.com/gc-legal). Restrictions apply.

***\$100 Packers Pro Shop Gift Card can be redeemed online or at the Packers Pro Shop located at Lambeau Field. Additional restrictions may apply. Please see the terms and conditions printed on the Gift Card.

- B. Sweepstakes Prize (1):** The Sweepstakes Winner will receive an Ultimate Training Experience (“Sweepstakes Prize”). Sweepstakes Prize includes: a one (1) night stay at luxury hotel selected by Sponsor in its sole discretion near Lambeau Field in Green Bay, Wisconsin during the 2019 Training Camp (date subject to availability – double occupancy hotel room); Hall of Fame passes for 2 people – Sweepstakes Winner and a guest of his/her choosing (“Guest”); VIP Stadium Tour passes for 2 people – Sweepstakes Winner a his/her Guest; the opportunity for the Sweepstakes Winner and his/her Guest to attend and watch Packer Training Camp; and one (1) \$500 Packers Pro Shop Gift Card for the Sweepstakes Winner. The ARV of the Sweepstakes Prize is \$1,000. No more than one (1) Sweepstakes Prize will be available in the Promotion.

Travel is not included in the Sweepstakes Prize. Sweepstakes Winner is responsible for all travel expenses, including ground transportation, lodging, meals, and parking, incurred in participating in the Prize. Sweepstakes Winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the Sweepstakes Winner. If the Guest is a minor, he/she must be the child or legal ward of the Sweepstakes Winner, and must remain with the Sweepstakes Winner at all times.

Travel must occur as otherwise set forth by Sponsor, or the Sweepstakes Prize will be forfeited. Sponsor is not responsible if event is delayed, postponed, or canceled for any reason. Sweepstakes Winner will not receive compensation from Sponsor for tickets that the Sweepstakes Winner is unable to use due to cancellation of the event, but tickets may be subject to standard rain-check policies and procedures set by the issuer. Sweepstakes Winner agrees that event admission is awarded pursuant to a revocable, nontransferable license that is personal to that applicable Sweepstakes Winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated or otherwise conveyed. Sponsor reserves the right to remove or to deny entry to Sweepstakes Winner and/or his/her Guest if either Sweepstakes Winner or his/her Guest violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person at the event.

- C. Total ARV:** The total ARV of all available prizes in the Promotion is \$5,450.

- D. Odds of Winning/Limit:** The odds of winning the Sweepstakes Prize depend on the total number of eligible Sweepstakes entries received during the applicable entry period. The odds of winning an Instant Prize depend on when the entrant completes a Game Play. Instant Prizes will be made available at random times throughout the Promotion Period. To be a potential winner of an Instant Prize, an entrant’s Game Play must have occurred

either at the exact randomly predetermined winning time as determined by Sponsor and/or Administrator. If a Game Play does not occur at the exact randomly predetermined winning time, then the next entrant's Game Play to occur after that time will be deemed a potential Instant Winner. The number of Instant Prizes available to be won will decrease during the Promotion Period as prizes are awarded and claimed. There is a limit of one (1) Sweepstakes Prize and one (1) Instant Prize per person during the Promotion Period.

E. Prize Details and Restrictions: The right to receive a prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a prize or force majeure, at Sponsor's sole and absolute discretion. Promotion Entities shall not be held responsible for any delays in awarding the prize for any reason.

F. General: In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the potential winners. If for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than are intended to be awarded according to these Official Rules, the intended number of prizes will be awarded in a random drawing from among all verified prize claims received for that prize. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded

If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of winners in a manner it deems fair and reasonable including the selection of winners from among eligible Game Plays received prior to such cancellation, termination, modification or suspension.

7. HOW TO CLAIM A PRIZE: Each potential winner is subject to verification of eligibility and compliance with these Official Rules. Administrator will notify the potential Sweepstakes Winner via e-mail at the e-mail address provided at the time of registration. Each potential Instant Winner will receive a Notification on screen and via e-mail, after the completion of a winning Game Play. If any potential Instant Winner is disqualified, determined to be ineligible or found not to be in compliance with these Official Rules, or, if any Instant Prize is unclaimed, the Instant Prize will be forfeited and, that Instant Prize will not be awarded. The potential Sweepstakes Winner will be notified by the Administrator on or about July 2, 2019. Before being declared a Sweepstakes Winner, the potential Sweepstakes Winner will be required to execute an Affidavit of Eligibility/Liability & Publicity Release (except where prohibited), tax acknowledgment, and written authorization for background check ("Affidavit") and return within five (5) calendar days from the date of attempted notification or the Sweepstakes Prize may be forfeited in its entirety. If a/the Sweepstakes Prize is forfeited, the Sweepstakes Prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible non-winning Sweepstakes entries, as determined by Sponsor in its sole discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded. Instant Prizes will be mailed to verified Instant Winners at the street address provided at the time of registration within approximately eight (8) weeks to twelve (12) weeks from the end of the Promotion. Upon verification of eligibility and compliance with the Official Rules, Sponsor's designee will contact the Sweepstakes Winner

to arrange hotel accommodations. All remaining Sweepstakes Prize elements will be mailed to the Sweepstakes Winner at his/her address. Any portion of a prize not accepted by winner will be forfeited. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for his/her prize won. Sponsor will issue an IRS Form 1099-MISC for the Sweepstakes Winner. All other costs and expenses not expressly set forth herein shall be solely each winner's responsibility. Each prize will only be awarded to a verified winner.

Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Promotion e-mail, including any winner notification e-mail, to a spam or junk folder.

- 8. LIMITATION OF LIABILITY:** By participating in the Promotion, entrants agree that the Promotion Entities, Twitter, Facebook, and their respective parent companies, affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents ("Released Parties") are not responsible for lost, late, incomplete, stolen, misdirected, postage due, or undeliverable e-mail notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/Website/use net accessibility, availability or traffic congestion; or any technical, mechanical, printing, or typographical or other error; or unauthorized human intervention; or the incorrect or inaccurate capture of registration information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any Website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Promotion and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Website or any Promotion-related website(s). The Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Promotion and/or accepting or using a prize. The Released Parties shall not be responsible or liable for Game Plays/Sweepstakes entries that are entered by any automated computer, program, mechanism or device, for any Game Plays/Sweepstakes entries in excess of the stated limit or for Game Plays/Sweepstakes entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such Game Plays may, in Sponsor's sole discretion, be disqualified.

If, for any reason, the Promotion is not capable of running as planned, Administrator reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Promotion and/or proceed with the Promotion, including the selection of winners in a manner it deems fair and reasonable including the selection of the winners from among eligible Game Plays/Sweepstakes entries received prior to such cancellation, termination, modification or suspension. If for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than are intended to be awarded according to these Official Rules, the intended prizes will be awarded in a random drawing from among all verified prize claims received. This Promotion is subject

to all federal, state, and local laws and regulations.

By entering the Promotion, each entrant agrees: (i) to waive any rights to claim ambiguity with respect to these Official Rules; (ii) to waive all of his or her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Promotion; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Promotion, including but not limited to any Promotion-related activity or element thereof, and the entrant's Game Plays, participation or inability to participate in the Promotion, (b) the violation of any third-party privacy, personal, publicity or proprietary rights, (c) typographical or printing errors in these Official Rules or any Promotion materials, (d) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including but not limited to by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or any other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement, cancellation or modification of the Promotion, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of any Game Play (including, without limitation, the registration information or any parts thereof), (i) any technical malfunctions or unavailability of the Website or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant, (j) interruption or inability to access the Promotion, the Website or any other Promotion-related websites or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to entrant's (or any third person's) equipment used to access the Promotion and/or its contents related to or resulting from any part of the Promotion, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged Game Plays, (n) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties, (o) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof), or (p) the negligence or willful misconduct by entrant.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS PROMOTION, INCLUDING THE WEBSITE AND PRIZE COMPONENTS, ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSIONS OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

- 9. DISPUTES:** THIS PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS’ FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR PROMOTION ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE PROMOTION PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED. Further, Entrants hereby waive all rights, to: (i) claim punitive, exemplary, special, incidental, indirect and consequential damages and any other damages (whether due to negligence or otherwise), other than for actual out-of-pocket costs; and (ii) have damages multiplied or otherwise increased. Entrants agree that the rights and obligations of any Entrant and/or Promotion Entities and/or any other party shall be resolved individually, without resort to any form of class action.
- 10. PRIVACY:** Sponsor’s privacy policy is available at <http://www.oldwisconsin.com/privacy-policy>.
- 11. PUBLICITY RIGHTS:** By participating in the Promotion and/or accepting a prize, each entrant agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use his or her name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including live television, worldwide, including but not limited to on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.
- 12. GENERAL:** Any attempted form of participation in this Promotion other than as described herein is void. In the event of a dispute as to the identity of a winner, the winning Game Play/Sweepstakes entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such Game Play/Sweepstakes entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Administrator reserves the right to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Promotion, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of a Promotion. Any use of robotic,

automatic, macro, programmed, third-party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. Administrator's interpretation of these Official Rules is final and binding in all matters related to the Promotion. Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All Game Plays and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Promotion as set forth in these Official Rules shall prevail.

- 13. WINNERS LIST:** For a list of winners, interested individuals should mail a self-addressed stamped business envelope to: Winners List, Old Wisconsin Leap Into Lambeau Instant Win Game and Sweepstakes, P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received no later than September 30, 2019.

Customer services inquiries can be made at [Contact Us](#).

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